

2017 WAYFINDING DESIGN WORKSHOP

cape

Campus
Asia
Plant
Environment innovation

CHIBA, JAPAN



CHIBA UNIVERSITY



A

Minghui LIU –CU
Lisa PETER –CU (KISD)
Mikihito ARIMA –CU
Hyemin CHO –MU
Jaeyoon CHO –HNU

Bringing Tokyo 2020 To Chiba!

How will visitors be able to find their way to the stadium, as there are various options in the local transportation system, they maybe never used before? Which uses formally a language, they are not able to understand?

Our concept deals with the information design between the main arriving points (e.g. airport) and the venues of Tokyo 2020 in order to lead the way, regarding simplicity and safety. Therefore, the brand "Chiba connects" was created. Referring to the CD of the Tokyo 2020, the Design of "Chiba connects" also picks up the local aspect: the leaf, as "Chiba" also can be translated into "a thousand leaves". The brand represents a simplified guiding system, including letterings on bottom, banners, etc. and will lead the visitor easily to the wished location due to a consequent design, sign language and a recognition value. The minimal language "Chiba connects" uses is supposed to be understood globally preventing language barriers.



From Chiba to Makuhari Messe



Application: Smartphone
Download: AR app

Application: Smartphone
Download: AR app

Tomoka MUSO -CU
Kendrik LIM -CU
Sunhee PARK -MU
Eunchae HONG -MU
Sun CHOI -HNU

B

Thanks Chiba

Using AR technology and a new style of poster designs, we aim to help olympic tourists travelling to Chiba to reach their destinations in the most efficient manner.



C

Kangwoo LEE -CU (MU)

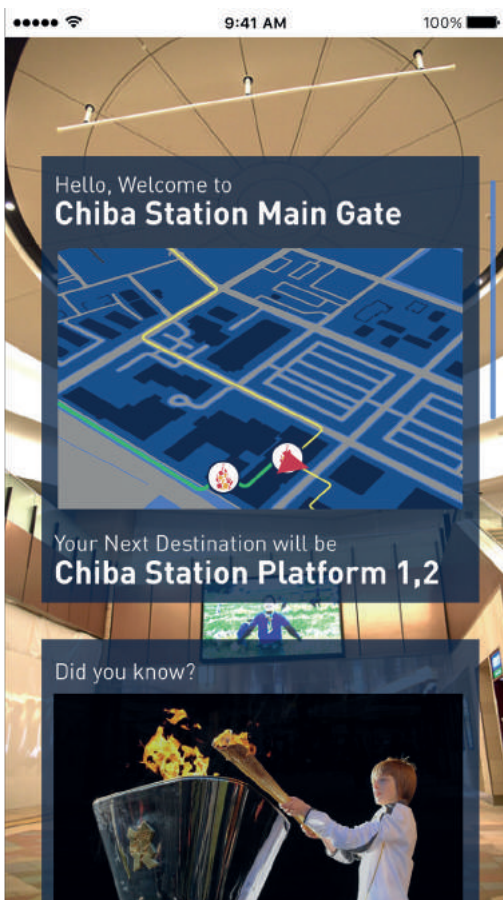
Takumi SATO -CU

Soi YOO -MU

Grram HEO -HNU

Walk together

If we use Glass Hologram, foreigner and tourist would feel like they walking together with another people. and also the feel comfortable and friendly. Because these motion of objects is so humane and natural. we will take this advance.

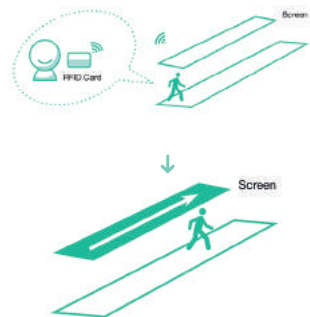
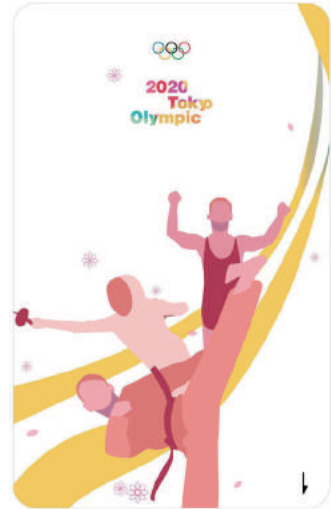


D

Torch Runner

Mutsumi HONDA -CU
 Nakwon PARK -CU (YU)
 Wheeyoon KANG -MU

Our idea came up from the torch relay, which was been symbol of Olympic event historically. Using the torch and AR technology, we tried to make a AR wayfinding smart phone application which can make people feel Olympics in special way. Using the concept of 2020 Tokyo Olympic logo, we designed the logo for torch relay event. And also implemented the design into the application.



E

The Interactive Wayfinding System

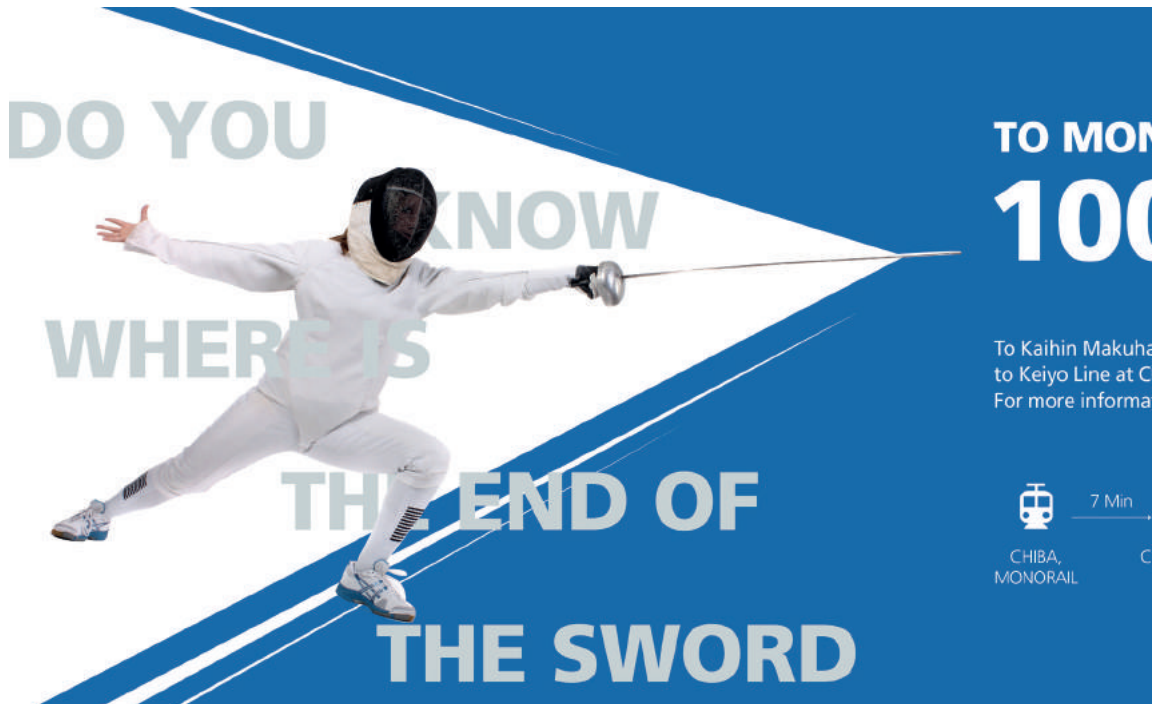
Yuri FUJI -CU

Xue ZHANG -CU (ZJU)

Sejin PARK -MU

HyeonJi HWANG -HNU

The system has two parts, one is the RFID card and the other is the interactive screen. The foreigner has an RFID card with the sensor which can interact with the screen on the ceiling. When the foreigner comes here, the screen can show a way for him on time. So he can find the right way under the screen guide.



F

Banner design for foreigners to lead to the destination

Yuna DENO -CU
 Wonbo KO -CU
 Yingping CAO -CU (ZJU)
 Hongbi CHOI -MU
 Jeongmin YOON -HNU

We thought the biggest problem for foreign tourists is difficulty of understanding where are they.

We came up with banners to let people know the direction exactly, using athlete's motion. They have few spots until they get the destination. As the picture shows, the toe of the taekwondo player points out of the direction of the next spot. People can get the destination by following the direction the banners shows, and by using this banner, we can connect the spots such as stations bus stops, or stadiums. When they want to get more information, they can use QR code, and gain the access to web site, and also the banner says the information of the transition.

After the 2020 Tokyo Olympic games, the banners can be remade as eco-bags, like the picture. Profit can be used for Paralympic games or budget of Chiba.

ONORAIL →

100M 

at Makuhari Station, Have transfer
at Chiba Minato Station.
For more information, Use QR Codes.

Min →  8 Min → 

CHIBA MINATO,
KEIYO LINE KAIHIN
MAKUHARI



Point out the exact direction,
using the movement of an athlete

Distance to Next spot,
Qr codes, Transfer Information

DO YOU
KNOW
WHERE IS
THE END OF
THE KICK

TO SOBU LINE 
100M 

To Kaihin Makuhari Station, Have transfer
to Keiyo Line at Chiba Minato Station.
For more information, Use QR Codes.

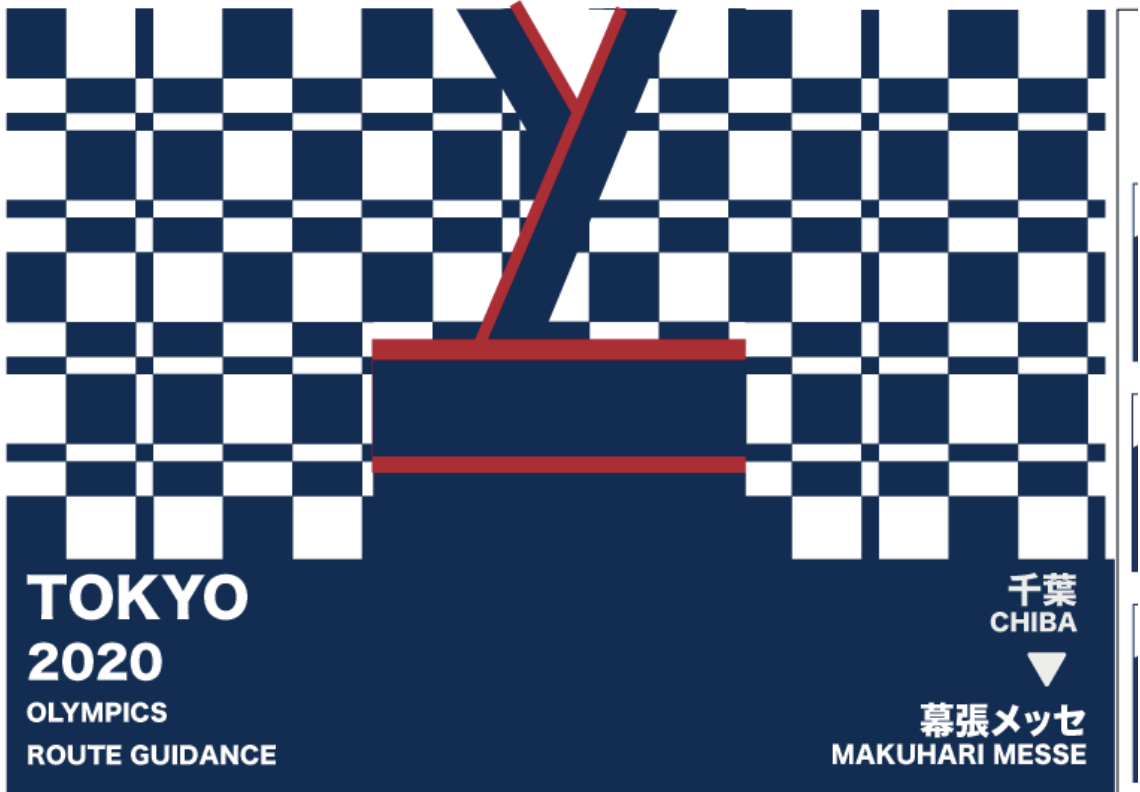
 7 Min  15 Min 

CHIBA,
SOBU LINE MAKUHARI HONGO
BUS KAIHIN
MAKUHARI

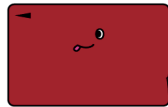
A phrase that excites tourists ' curiosity

G

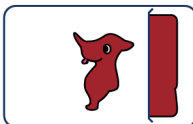
Mari UDO -CU
Yujia LU -CU (ZJU)
Heejeong JEON -MU
Suchol SHIN - HNU



Card case

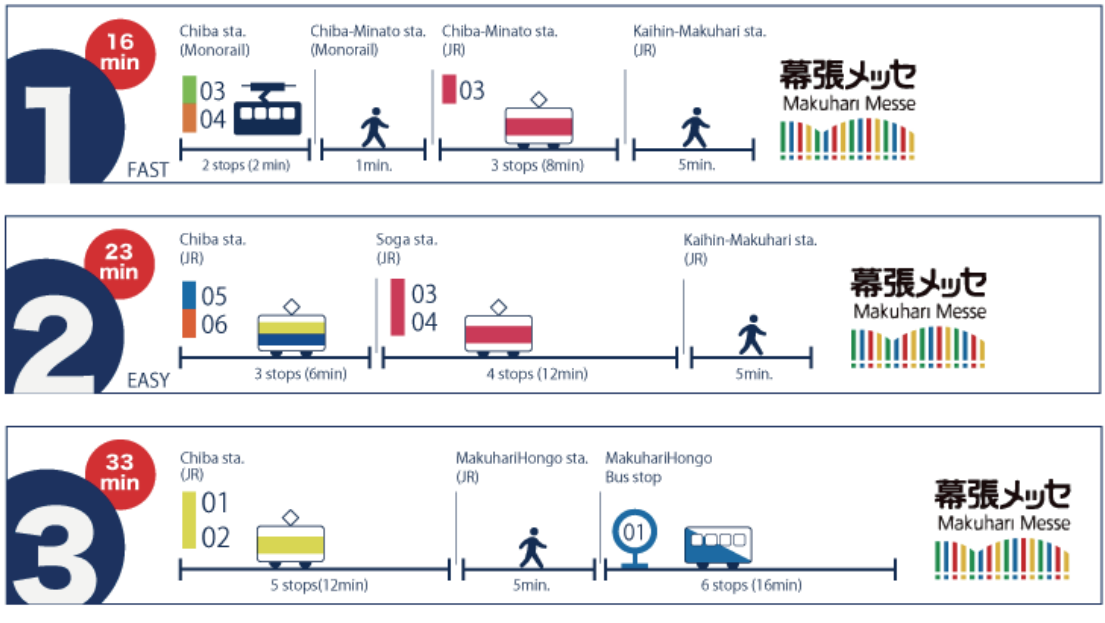


Olympic pass



WELCOME TO JAPAN!

You can get on these three routes freely by the Olympics Pass during Olympics!



Olympics pass & Route guide leaflet

"Olympics pass" means an olympics limited commuter pass. In strange land, It's hard to recharge the transportation card or buy tickets every transfer. But if you buy this, you can get on three routes from Chiba station to Makuhari Messe freely by using "Olympics pass" during Olympics be held. And we made easy-to-understand guide leaflet about three routes. You can get this when you buy the pass. For foreigners, It's hard to understand station name. So, this leaflet highlights "platform number" and "train color" you should get on or off. The leaflet front cover design is like "kimono", and we used "Ichimatsu" pattern that used for Tokyo Olympics logo. In addition, we made unique card case.

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The primary aim of 2018 CAPE Wayfinding Design Workshop is to enhance the atmosphere of communication between Japan and Korea. This will be a two-week session involved a research session as a special winter program collaborating with Chiba City and Makuhari Area.

Students from Chiba University, Myongji University and Hankyong University will be assigned to examine cultural and language issues in wayfinding design and propose an information system for tourists/foreigners who visit Japan for 2020 Tokyo Olympic. We expect students to explore a variety of approaches to design research, analysis, and suggestion regarding digital and graphic contents.

2017

CAPE Wayfinding Design Workshop

CHIBA, JAPAN

FEB. 19 – 23, 2018

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